

Travis Liu

Summary

Graphic designer with 7 years' experience in corporate marketing, branding and editorial design. Skilled in creating B2B design solutions that strengthen brand identity and drive measurable business impact.

Professional Experience

Community Business (non-profit, B2B)

Senior Graphic Designer (2023 – Present)

- Ensured a consistent visual identity for an annual audience of 2M+ users by owning and evolving brand guidelines across marketing campaigns, presentations, events and digital channels.
- Drove a 43% increase in online engagement and a 18% growth in followers across social media platforms by executing engaging marketing campaigns (static and videos).
- Increased engagement with research and event content by producing motion graphics and videos that made presentations more interactive and visually compelling.
- Streamlined design workflows by creating reusable templates and processes for proposals, social media and presentations, improving turnaround time and brand consistency.

Graphic Designer (2019 – 2023)

- Improved visual quality and alignment across all external outputs (digital and print) by providing creative direction and structured design feedback throughout project lifecycles.
- Contributed to a 27% increase in sponsorship by producing 25+ publications with visuals and layouts that made complex research insights accessible to clients.
- Led end-to-end design delivery across multiple concurrent projects, balancing priorities and partnering with cross-functional teams to ensure on-time execution.

Meinhardt Group (engineering consultancy, B2B)

Multimedia/Graphic Assistant (2017 – 2018)

- Simplified complex project information for clients by designing cohesive and on-brand PowerPoint presentations for directors on multi-million-dollar engineering projects.
- Raised internal engagement across 1,100+ employees by producing corporate internal communications.

Contact

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Skills

Design Tools:

Adobe InDesign
Illustrator
Photoshop
After Effects
Premiere Pro
Figma
Canva
Google Suite
Microsoft 365
Webflow

Core Skills:

Attention to Detail
Adaptability
Collaboration
Creative Problem-Solving
Time Management

Languages:

Chinese (Native)
English (Fluent)

Education

Birmingham City University

Bachelor of Arts
Visual Communication

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Design Expertise & Deliverables

Branding & Design Systems

- » Developed and maintained brand guidelines and design system (icons, templates, layouts, stock/staff image libraries)
- » Reviewed and provided feedback on presentations, marketing collateral, external materials
- » Delivered training and workshops on company branding and design standards
- » Ensured brand consistency and compliance across all materials

Rebranding & Brand Rollout

- » Led company-wide rebranding following logo design by external agency
- » Developed typography, text treatment, color usage, visual system
- » Rolled out new brand across digital, print, events, internal and external communications
- » Created templates, guidelines, assets to support consistent adoption

Marketing & Advertising

- » Created social media posts, brochures, business cards, email signatures, newsletters, posters, flyers, one-pagers, digital banners
- » Created short-form videos and motion graphics for social media campaigns

Events & Awards

- » Produced event collateral: signages, banners, backdrops, table stands, photobooths, pop-ups, guidebooks, brochures, certificates, trophies
- » Reviewed and designed decks, post-event edits, and digital promotion
- » Edited, retouched, cropped photos for events, publications, digital assets

Research & Publications

- » Full design of publications: cover, layout, final production
- » Designed event launch decks, promotional materials
- » Created infographics to simplify complex data and concepts for clarity
- » Produced social media posts for launch events, outcomes sharing
- » Edited video content for select research projects

Business Development & Partnerships

- » Designed pitch decks, proposals, partnership materials, workshop guidebooks
- » Produced annual reports, impact assessments

Collaboration & Vendor Coordination

- » Liaised with printers, vendors, freelance designers, occasional clients
- » Coordinated with marketing, HR, event teams to implement design projects